

Cold Outreach For YouTubers

I have not been getting comments on this outreach at all Gs. Is this outreach so good that there's nothing wrong with it?

Research Is After Follow-Ups For Any G On Mobile

Outreach 1

SL - [Redacted]

Hi <given name>Nitty,

Like a thirsty <man/woman> in the desert, your <their strategy with specific name>ChriskaYoga landing page interested me.

<what they are doing> Having social proof is a core principle used in a strategy, <benefit>that increases views and likes, I call the "Powerhouse Funnel" and,

<something they are doing right>All the positive student reviews on your landing page clearly show your experience in the yoga industry, especially:

"Really do appreciate your videos! I'm trying to gain back the flexibility I had years ago, and you're yoga videos help me out a lot."

— Jacqui F.

<their strategy and why it's good>Social proof is a good way to reduce friction for a customer and increase the odds of them taking action,

So I used a principle from the "Powerhouse Funnel" to help you,

<dream state>Keep your viewers strong, flexible, healthy, and active all from the comfort of their own home,

And in turn, <benefit>increase your views and likes by building a more loyal fan base,

As I realised you're not using some key principles, making you miss out on buffing up your customer repurchases.

If you want me to send you this wisdom from the “Powerhouse Funnel”, reply with “Wisdom”<name> Nitty.

Warm regards,

- Adrian

Outreach 2 – FV Pasted Below Version

Here is a principle from the “Powerhouse Funnel” so you can see what I mean (it’s below the email itself).

It will, <dream state> [help keep your viewers strong, flexible, healthy, and active all from the comfort of their own home,](#)

And in turn, <benefit>[increase your views and likes](#) by building a more loyal fan base.

Check out the wisdom from the “Powerhouse Funnel” down below<name> Nitty.

Warm regards,

- Adrian

Outreach 3 – Simple

SL: [Redacted]

Hi <name>[Nitty](#),

I noticed you are not using the “Powerhouse Funnel” strategy in your YouTube posting which <top Influencer in that niche> uses to make audiences fall in love with your content.

Because it gives audiences insights into improving their lives while also boosting their income, the Powerhouse Funnel is like having a cheat code for your YouTube posting as it builds good relationships with them.

I want to share an insight using the strategy mentioned above which, when implemented, will boost your income.

This will also help you <dream state> [empower your customers' physical well-being with the comfort of at-home yoga](#).

Want me to send this insight into the “Powerhouse Funnel”<name> [Nitty](#)?

Best regards,

- Adrian

Pitch Email after getting a positive reply

Hey <name>[Nitty](#),

I'm glad to hear you like the YouTube Community Posts.

I got many ideas that will help you <specific to their situation> [increase your views and likes](#),

[While boosting your relationship with your audience](#).

One of them is <idea specific to their situation> [growing your customers with the power of non-pushy value](#).

Would you be up for a 15-minute call to find out more?

Kind regards,

- Adrian

Follow-up emails

1

SL: 80% open rate SL

Hey <name>Nitty,

I contacted you a day ago, did you see my message?

I sent you an insight into <benefit>increasing your Youtube views and likes.

With it, you will build a more loyal fan base and help your viewers grow and succeed by giving them valuable free insights.

Take a look at the insight <name> Nitty, it will help you <dream state> empower your customers' physical well-being with the comfort of at-home yoga.

Do you want to implement this insight?

Warm regards,

- Adrian

Walk Away Follow-Up

Hey <name>,

Looks like <dream state> isn't a priority for you.

No worries,

I will take my idea and give it to someone else.

Best of luck to you in the future!

Warm Regards,

- Adrian

If they say no

Hey <Name>,

Thanks for getting back to me!

Best of luck for the future.

Warm regards,

<Signature>

Research

Avatar:

Name: Maya Patel

Age: 35

Face:

Maya has a warm and friendly face with a bright smile. She wears minimal makeup and prefers to keep her hair tied in a ponytail.

Background and mini-life history:

Maya has been practising yoga for over 10 years and has been teaching for the last 5 years. She opened her yoga studio 3 years ago in a small town where yoga isn't as popular. She loves what she does and is passionate about helping others find balance and wellness in their lives.

Day-in-the-life:

Maya's day starts early with her own yoga practice followed by teaching classes at her studio. She spends her afternoons and evenings managing the business aspects of her studio like marketing, bookkeeping, and scheduling.

Values:

Maya values living a healthy and balanced lifestyle, community, and self-care, good reputation. She despises dishonesty and a lack of integrity in business.

Outside forces:

Maya feels that the competition from bigger and more established yoga studios in nearby cities, as well as the lack of awareness about the benefits of yoga in her community, are major outside forces that influence her life.

Current State:

Painful or frustrating: Maya finds it challenging to attract new customers to her studio and increase profitability. She's tried different marketing strategies, but nothing seems to be working.

Annoyance: Maya is annoyed by the lack of awareness and interest in yoga in her community.

Fear: Maya fears that her studio will not be able to survive and that she will have to close it down.

Lie awake at night worrying: Maya worries about how she can make her studio stand out and attract more customers.

Perception by others: Others view Maya as a successful yoga business owner, but she feels that her studio is not doing as well as it could be.

Lack of status: Maya feels that her studio is not as well-known or successful as other yoga studios in nearby cities.

5 words to describe pains and frustrations: Attracting customers, increasing profitability, competition, lack of awareness, survival.

Dream State:

Magic wand: If Maya could wave a magic wand, she would have a thriving yoga studio with a loyal customer base and a steady stream of new customers.

Enjoyable experiences: Maya would enjoy seeing her customers' lives transformed by the power of yoga and having a positive impact on her community.

Perception by others: Maya would be perceived as a successful and respected business owner in her community.

Self-perception: Maya would feel accomplished, fulfilled, and confident in her abilities.

5 words to describe dream outcome: Thriving business, loyal customers, positive impact, respected owner, fulfilled.

Roadblocks:

Keeping from dream state: The lack of awareness and interest in yoga in her community, as well as the competition from bigger and more established yoga studios, are keeping Maya from reaching her dream state and the fact she does not work with a copywriter.

Mistakes: Maya may not be using the most effective marketing strategies, or may not be reaching out to potential customers in the right way.

Unknowingness: Maya may not be aware of the most effective ways to market her business (copywriter), or how to differentiate her business from others.

Key roadblock: Maya needs to find a way to differentiate her business from others and create a unique value proposition that will attract more customers through the hiring of a COPYWRITER.

Solution:

To overcome the key roadblock, Maya needs to hire a copywriter that will do most of the work for her.

If she hires this copywriter then she will get more customers and she will differentiate her studio from others in her community and make a lot of money.

Other Things

Let me know how much money it will make you.

